

CONTRACT



WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

AMERICAN RAMBLER PRODUCTIONS
138 CONANT ST
BEVERLY, MA 01915
USA

| | | |
|---|--|--|
| <u>Contract / Revision</u> 344935 / | | <u>Alt Order #</u> |
| <u>Product</u> Political | | |
| <u>Contract Dates</u> 11/01/12 - 11/06/12 | <u>Estimate #</u> 390 | |
| <u>Advertiser</u> ROMNEY FOR PRESIDENT | | <u>Original Date / Revision</u> 10/31/12 / 11/05/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WCAU | <u>Account Executive</u> Aaron Zeligson | <u>Sales Office</u> Philadelphia NS |
| <u>Special Handling</u> | | |
| <u>Demographic</u> RA35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> 26978 | | <u>Advertiser Ref</u> 18824 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|---------------------|------------|-------------------|-------------------------|-----------------------|-----------------|---------------|----------------|-----------------------|-------------|-------|------------|
| N 1 | WCAU | 11/01/12 | 11/02/12 | 6A-7A M-F | 6A-7A M-F | ---TF-- | :30 | 3 | \$600.00 | NM | 3 | \$1,800.00 |
| | CDR | | | | | | | | | | | |
| N 2 | WCAU | 11/01/12 | 11/02/12 | 7A-9A TODAY SHOW | 7A-9A M-F | ---TF-- | :30 | 6 | \$1,500.00 | NM | 5 | \$7,500.00 |
| | CDR | | | | | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 3 | WCAU | 11/01/12-11/02/12 | 7A-9A TODAY SHOW | 7A-9A M-F | ----ThF---- | :30 | | \$1,500.00 | NM | | |
| | See MG 9.4,9.5,9.6 | | | | | | | | | | | |
| | NA-NOT AVAILABLE | | | | | | | | | | | |
| N 3 | WCAU | 11/01/12 | 11/02/12 | 9A-10A TODAY SHOW 2 | 9A-10A M-F | ---TF-- | :30 | 2 | \$525.00 | NM | 2 | \$1,050.00 |
| | CDR | | | | | | | | | | | |
| N 4 | WCAU | 11/01/12 | 11/02/12 | 4P-5P NBC10 NEWS | 4-5P M-F | ---TF-- | :30 | 6 | \$400.00 | NM | 7 | \$2,400.00 |
| | LUR | | | | | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 2 | WCAU | 11/01/12-11/02/12 | 4P-5P NBC10 NEWS | 4-5P M-F | ----ThF---- | :30 | | \$400.00 | NM | | |
| | See MG 4.7 | | | | | | | | | | | |
| | DNA-NEWS SPL REPORT | | | | | | | | | | | |
| | 7 | WCAU | 11/01/12-11/02/12 | 6P-630P NBC10 NEWS | 6P-630P M-F | ----ThF---- | :30 | | \$400.00 | NM | | |
| | See MG 4.8,4.9 | | | | | | | | | | | |
| | DNA-NEWS SPL REPORT | | | | | | | | | | | |
| | 8 | WCAU | 11/05/12-11/06/12 | 5A-6A M-F NBC10 NEWS 5A | 5A-6A M-F | MTu----- | :30 | | \$200.00 | NM | | |
| | MG for 4.7 11/01 | | | | | | | | | | | |
| | 9 | WCAU | 11/05/12-11/06/12 | 5A-6A M-F NBC10 NEWS 5A | 5A-6A M-F | MTu----- | :30 | | \$200.00 | NM | | |
| | MG for 4.7 11/01 | | | | | | | | | | | |
| N 5 | WCAU | 11/01/12 | 11/02/12 | 5-6P NBC10 NEWS @ 5 | M-F 5-6P M-F | ---TF-- | :30 | 6 | \$950.00 | NM | 6 | \$5,700.00 |
| | CDR | | | | | | | | | | | |
| N 6 | WCAU | 11/01/12 | 11/02/12 | 6P-630P NBC10 NEWS | 6P-630P M-F | ---TF-- | :30 | 6 | \$1,150.00 | NM | 6 | \$6,900.00 |
| | CDR | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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| <u>Contract / Revision</u> 344935 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 11/01/12 - 11/06/12 | <u>Product</u> Political | <u>Estimate #</u> 390 |
| <u>Advertiser</u> ROMNEY FOR PRESIDEN | | <u>Original Date / Revision</u> 10/31/12 / 11/05/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-------------------------------|------------|-------------------|-------------------------|-----------------------|-----------------|---------------|------------|-----------------------|-------------|-------|-------------|
| N 7 | WCAU | 11/01/12 | 11/02/12 | 730P-8P M-F | 730P-8P M-F | ---TF-- | :30 | 3 | \$1,300.00 | NM | 4 | \$2,750.00 |
| | CDR | | | | | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 3 | WCAU | 11/01/12-11/02/12 | 730P-8P M-F | 730P-8P M-F | ----ThF---- | :30 | | \$1,300.00 | NM | | |
| | See MG 7.4,7.5,7.6 | | | | | | | | | | | |
| | PREEMPT | | | | | | | | | | | |
| | 4 | WCAU | 11/03/12-11/03/12 | 7-8P NBC10 NEWS AT 7P | 7P-8P | -----Sa-- | :30 | | \$1,150.00 | NM | | |
| | See MG 9.7,9.8,9.9,9.10 | | | | | | | | | | | |
| | DNA-SPORTS OVERRUN | | | | | | | | | | | |
| | 5 | WCAU | 11/04/12-11/04/12 | 530-6A WSJ | 530-6A WSJ | -----Su | :30 | | \$50.00 | NM | | |
| | MG for 7.3 11/01 | | | | | | | | | | | |
| | 6 | WCAU | 11/04/12-11/04/12 | 1130A-12P SUN @ ISSUE | 1130A-12P | -----Su | :30 | | \$100.00 | NM | | |
| | MG for 7.3 11/01 | | | | | | | | | | | |
| N 8 | WCAU | 11/01/12 | 11/02/12 | 11-1135P M-F LATE NEWS | 11P-1135P | ---TF-- | :30 | 6 | \$2,400.00 | NM | 6 | \$14,400.00 |
| | CDR | | | | | | | | | | | |
| N 9 | WCAU | 11/01/12 | 11/02/12 | TONIGHT SHOW W/JAY LEI | 1135P-107A | ---TF-- | :30 | 3 | \$750.00 | NM | 8 | \$7,225.00 |
| | CDR | | | | | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 2 | WCAU | 11/01/12-11/02/12 | TONIGHT SHOW W/JAY LEI | 1135P-107A | ----ThF---- | :30 | | \$750.00 | NM | | |
| | See MG 9.4,9.5,9.6 | | | | | | | | | | | |
| | NA-NOT AVAILABLE | | | | | | | | | | | |
| | 4 | WCAU | 11/03/12-11/03/12 | 7-8P NBC10 NEWS AT 7P | 7P-8P | -----Sa-- | :30 | | \$1,150.00 | NM | | |
| | See MG 9.7,9.8,9.9,9.10 | | | | | | | | | | | |
| | DNA-SPORTS OVERRUN | | | | | | | | | | | |
| | 5 | WCAU | 11/03/12-11/03/12 | 7A-9A SATURDAY | 7A-9A SA | -----Sa-- | :30 | | \$650.00 | NM | | |
| | MG for 2.3,9.2 | | | | | | | | | | | |
| | 6 | WCAU | 11/03/12-11/03/12 | 9A-10A SATURDAY | 9A-10A SA | -----Sa-- | :30 | | \$450.00 | NM | | |
| | MG for 2.3,9.2 | | | | | | | | | | | |
| | 7 | WCAU | 11/05/12-11/05/12 | 430-5A NBC10 NEWS @ 430 | 430A-5A | M----- | :30 | | \$75.00 | NM | | |
| | MG for 17.3,7.4,17.4,17.6,9.4 | | | | | | | | | | | |
| | 8 | WCAU | 11/05/12-11/05/12 | 730P-8P M-F | 730P-8P M-F | M----- | :30 | | \$1,300.00 | NM | | |
| | MG for 17.3,7.4,17.4,17.6,9.4 | | | | | | | | | | | |
| | 9 | WCAU | 11/05/12-11/05/12 | 11-1135P M-F LATE NEWS | 11P-1135P | M----- | :30 | | \$2,400.00 | NM | | |
| | MG for 17.3,7.4,17.4,17.6,9.4 | | | | | | | | | | | |
| | 10 | WCAU | 11/06/12-11/06/12 | 6A-7A M-F | 6A-7A M-F | -Tu----- | :30 | | \$850.00 | NM | | |
| | MG for 17.3,7.4,17.4,17.6,9.4 | | | | | | | | | | | |
| N 10 | WCAU | 11/03/12 | 11/03/12 | 7A-9A SATURDAY | 7A-9A SA | -----S- | :30 | 2 | \$650.00 | NM | 2 | \$1,300.00 |
| | CDR | | | | | | | | | | | |
| N 11 | WCAU | 11/03/12 | 11/03/12 | 11-1130P LATE NEWS SAT | 11-1130P | -----S- | :30 | 1 | \$2,400.00 | NM | 1 | \$2,400.00 |
| | CDR | | | | | | | | | | | |
| N 12 | WCAU | 11/03/12 | 11/03/12 | 1130P-1A SNL | 1130P-1A SAT | -----S- | :30 | 1 | \$1,200.00 | NM | 1 | \$1,200.00 |
| | LUR | | | | | | | | | | | |
| N 13 | WCAU | 11/04/12 | 11/04/12 | 8-10A SUNDAY | 758A-956A SUNDAY | -----S | :30 | 2 | \$375.00 | NM | 2 | \$750.00 |
| | LUR | | | | | | | | | | | |

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| Contract / Revision 344935 / | | Alt Order # |
| Contract Dates 11/01/12 - 11/06/12 | Product Political | Estimate # 390 |
| Advertiser ROMNEY FOR PRESIDEN | | Original Date / Revision 10/31/12 / 11/05/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|-------------------------|------------|-------------------|---------------------------------|-----------------------|-----------------|---------------|----------------|---------------------|-------------|-------|-------------|
| N 14 | WCAU | 11/04/12 | 11/04/12 | 10A-1030A SUN CHRIS MTT | 10A-1030A SU | -----S | :30 | 1 | \$1,000.00 | NM | 1 | \$1,000.00 |
| | LUR | | | | | | | | | | | |
| N 15 | WCAU | 11/04/12 | 11/04/12 | 1030-1130A SU MEET PRES | 1030A-1130A SU | -----S | :30 | 1 | \$2,000.00 | NM | 1 | \$2,000.00 |
| | LUR | | | | | | | | | | | |
| N 16 | WCAU | 11/03/12 | 11/03/12 | 6P-630P NEWS SAT | 6P-630P | -----S- | :30 | 1 | \$950.00 | NM | 1 | \$950.00 |
| | CDR | | | | | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | WCAU | 11/03/12-11/03/12 | 6P-630P NEWS SAT | 6P-630P | -----Sa-- | :30 | | \$950.00 | NM | | |
| | See MG 16.2 | | | | | | | | | | | |
| | NA-PGM NOT SCHEDULED | | | | | | | | | | | |
| | 2 | WCAU | 11/03/12-11/04/12 | 6P-630P SU NEWS AT 6P | 6P-630P SU | -----Su | :30 | | \$950.00 | NM | | |
| | Ⓜ MG for 16.1 11/03 | | | | | | | | | | | |
| N 17 | WCAU | 11/01/12 | 11/02/12 | 3P-4P M-F ELLEN | 3P-4P M-F | ---TF-- | :30 | 6 | \$775.00 | NM | 3 | \$2,325.00 |
| | CDR | | | | | | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 3 | WCAU | 11/01/12-11/02/12 | 3P-4P M-F ELLEN | 3P-4P M-F | ----ThF---- | :30 | | \$775.00 | NM | | |
| | See MG 9.7,9.8,9.9,9.10 | | | | | | | | | | | |
| | DNA-NEWS SPL REPORT | | | | | | | | | | | |
| | 4 | WCAU | 11/01/12-11/02/12 | 3P-4P M-F ELLEN | 3P-4P M-F | ----ThF---- | :30 | | \$775.00 | NM | | |
| | See MG 9.7,9.8,9.9,9.10 | | | | | | | | | | | |
| | DNA-NEWS SPL REPORT | | | | | | | | | | | |
| | 6 | WCAU | 11/01/12-11/02/12 | 3P-4P M-F ELLEN | 3P-4P M-F | ----ThF---- | :30 | | \$775.00 | NM | | |
| | See MG 9.7,9.8,9.9,9.10 | | | | | | | | | | | |
| | DNA-NEWS SPL REPORT | | | | | | | | | | | |
| N 18 | WCAU | 11/04/12 | 11/04/12 | NFL REGULAR SEASON NC815P-1130P | | -----S | :30 | 2 | \$9,000.00 | NM | 2 | \$18,000.00 |
| | LUR | | | | | | | | | | | |
| N 19 | WCAU | 11/05/12 | 11/06/12 | 6A-7A M-F | 6A-7A M-F | MT----- | :30 | 2 | \$500.00 | NM | 2 | \$1,000.00 |
| | LUR | | | | | | | | | | | |
| N 20 | WCAU | 11/05/12 | 11/06/12 | 7A-9A TODAY SHOW | 7A-9A M-F | MT----- | :30 | 2 | \$1,500.00 | NM | 2 | \$3,000.00 |
| | CDR | | | | | | | | | | | |
| N 21 | WCAU | 11/05/12 | 11/06/12 | 9A-10A TODAY SHOW 2 | 9A-10A M-F | MT----- | :30 | 2 | \$525.00 | NM | 2 | \$1,050.00 |
| | CDR | | | | | | | | | | | |
| N 22 | WCAU | 11/05/12 | 11/05/12 | 5-6P NBC10 NEWS @ 5 | M-F 5-6P M-F | M----- | :30 | 2 | \$950.00 | NM | 2 | \$1,900.00 |
| | CDR | | | | | | | | | | | |
| N 23 | WCAU | 11/05/12 | 11/05/12 | 6P-630P NBC10 NEWS | 6P-630P M-F | M----- | :30 | 2 | \$1,150.00 | NM | 2 | \$2,300.00 |
| | CDR | | | | | | | | | | | |
| N 24 | WCAU | 11/05/12 | 11/05/12 | 730P-8P M-F | 730P-8P M-F | M----- | :30 | 1 | \$1,300.00 | NM | 1 | \$1,300.00 |
| | CDR | | | | | | | | | | | |
| N 25 | WCAU | 11/05/12 | 11/05/12 | 11-1135P M-F LATE NEWS | 11P-1135P | M----- | :30 | 1 | \$2,400.00 | NM | 1 | \$2,400.00 |
| | CDR | | | | | | | | | | | |
| N 26 | WCAU | 11/05/12 | 11/06/12 | 4P-5P NBC10 NEWS | 4-5P M-F | MT----- | :30 | 2 | \$400.00 | NM | 2 | \$800.00 |
| | LUR | | | | | | | | | | | |

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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 344935 / | |

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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 11/01/12 - 11/06/12 | Political | 390 |

| | |
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| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| ROMNEY FOR PRESIDENT | 10/31/12 / 11/05/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|------------|----------|-----------------------|----------------|---------|--------|------------|------------|------|-----------|--------------------|
| N 27 | WCAU | 11/05/12 | 11/06/12 | 3P-4P M-F ELLEN | 3P-4P M-F | MT----- | :30 | 2 | \$775.00 | NM | 2 | \$1,550.00 |
| | | | | CDR | | | | | | | | |
| N 28 | WCAU | 11/05/12 | 11/05/12 | TONIGHT SHOW W/JAY LE | 1135P-107A | M----- | :30 | 1 | \$750.00 | NM | 1 | \$750.00 |
| | | | | CDR | | | | | | | | |
| N 29 | WCAU | 11/04/12 | 11/04/12 | NFL LATE NEWS | 11P-1205A | -----S | :30 | 2 | \$2,000.00 | NM | 2 | \$4,000.00 |
| | | | | LUR | | | | | | | | |
| Totals | | | | | | | | | | | 80 | \$99,700.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/29/12 - 11/06/12 | 80 | \$99,700.00 | \$84,745.00 |
| Totals | 80 | \$99,700.00 | \$84,745.00 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.